NVIVO
NVivo 14 Webinar
NVivo Transcription – Going Beyond Words
LUMIVERO

Presented by

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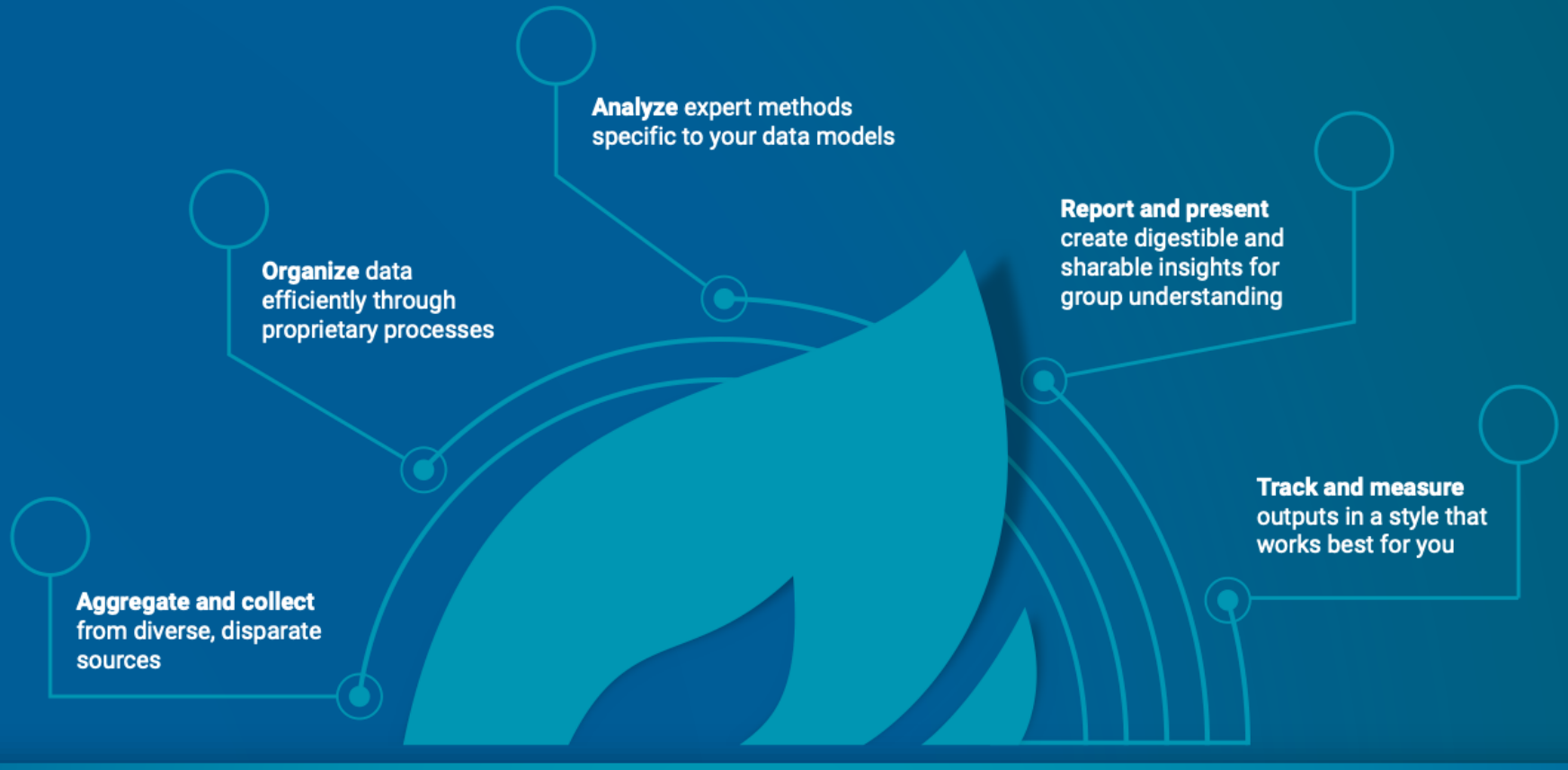
The Data Landscape

LUMIVERO

Lumivero solutions help users to leverage their data to navigate and build their data landscape.



NVIVO citavi XLSTAT Sonia @RISK DecisionTools

NVIVO
Better Together
NVivo 14, NVivo Collaboration Cloud, and Citavi
+ Collaboration
+ Insights
+ Mac or PC
= NVIVO 14

What's New in NVivo 14

Real-Time Collaboration

By enhancing the team experience with NVivo Collaboration Cloud, multiple users can connect to the same project to update, code, and analyze research in real-time.

Easily Connect from Mac or Windows

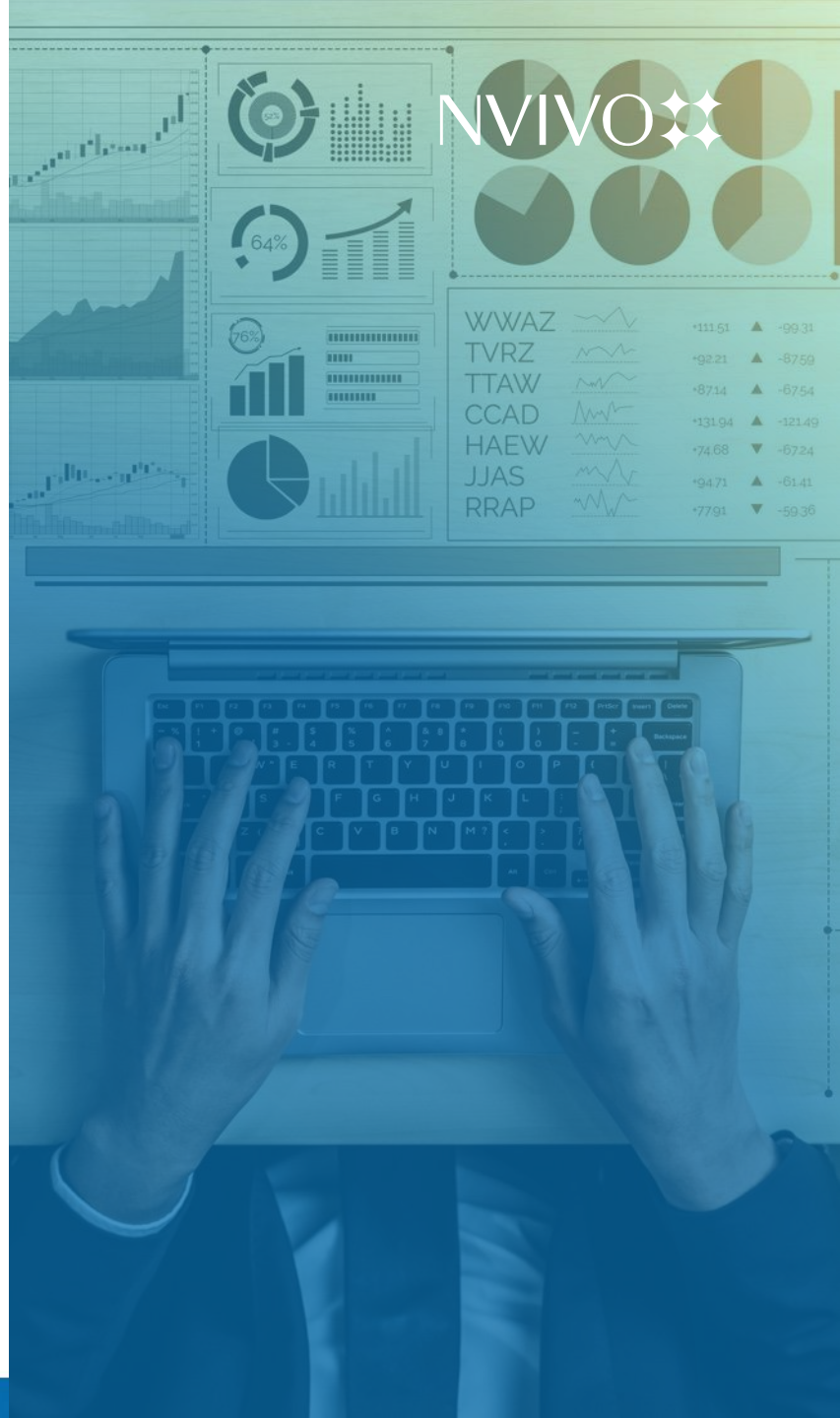
Syncing projects across Mac and Windows does more than eliminate the file conversion process — with NVivo 14, users can open projects across both Mac and Windows with ease.

Citavi Insights – Powered by NVivo

Using NVivo and Citavi together helps you go beyond simple reference management and creates a springboard to analyze your literature, connect it to your empirical data, analyze it with NVivo's research tools, and publish your work faster.

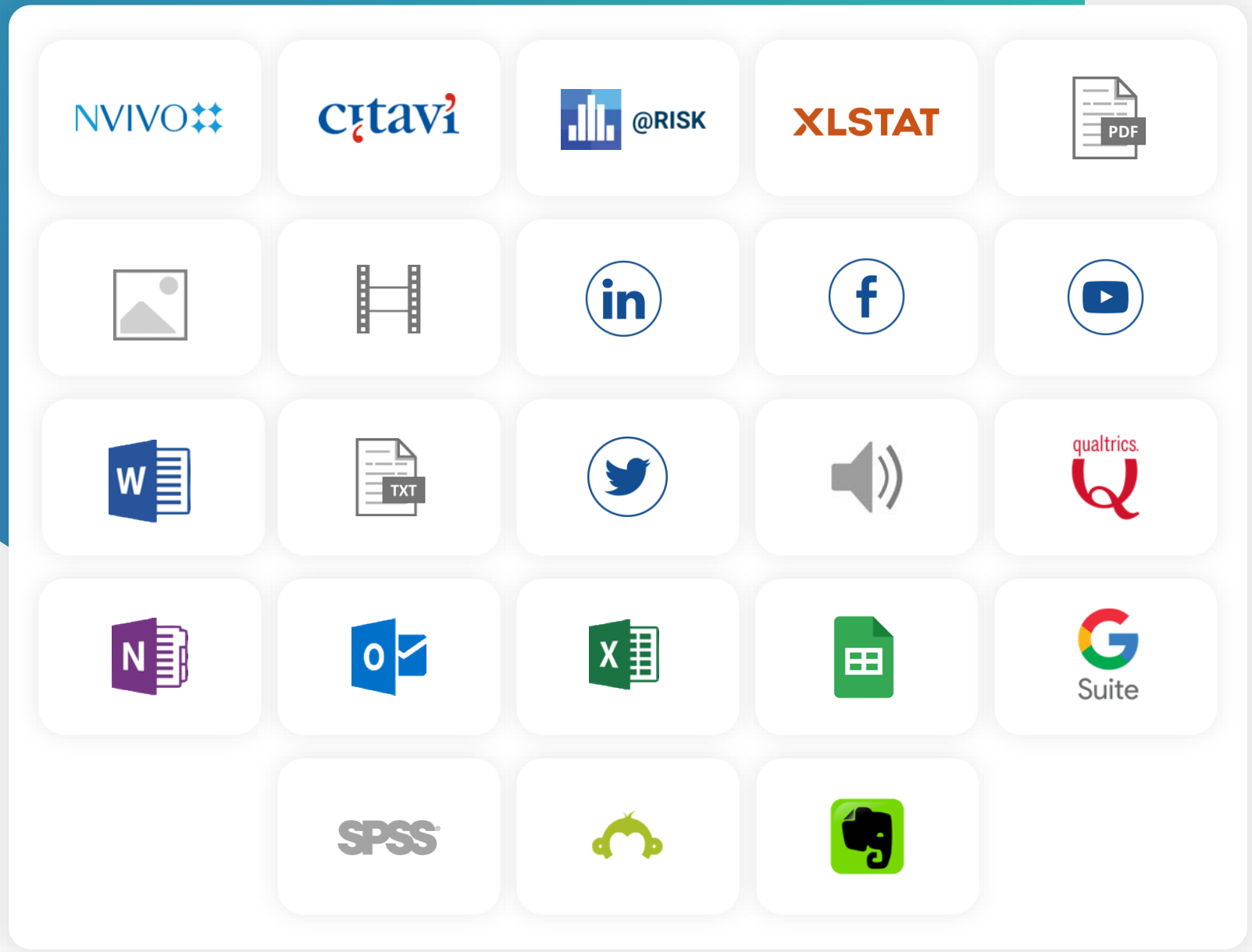
Simplified Lumivero Account Management

Whether you use NVivo, NVivo Transcription, NVivo Collaboration Cloud, Citavi, or a combination of them all, Single Sign-On offers a secure, centralized, and easy-to-use access management capability. One account provides access to your resources, tools, data, and applications.



Poll 1: Experience with NVivo

- New User less than a year
- Used it for multiple projects
- Expert user used for years
- Not used yet



NVivo Supports a Wide Range of Data

NVIVO

Demo
NVivo Transcription

Why Transcribe?

Positivism

- Verbatim
- Observable event
- Accurately and completely capture the spoken word
- Just a manual task
- Transform spoken data as written data which can then be analyzed.

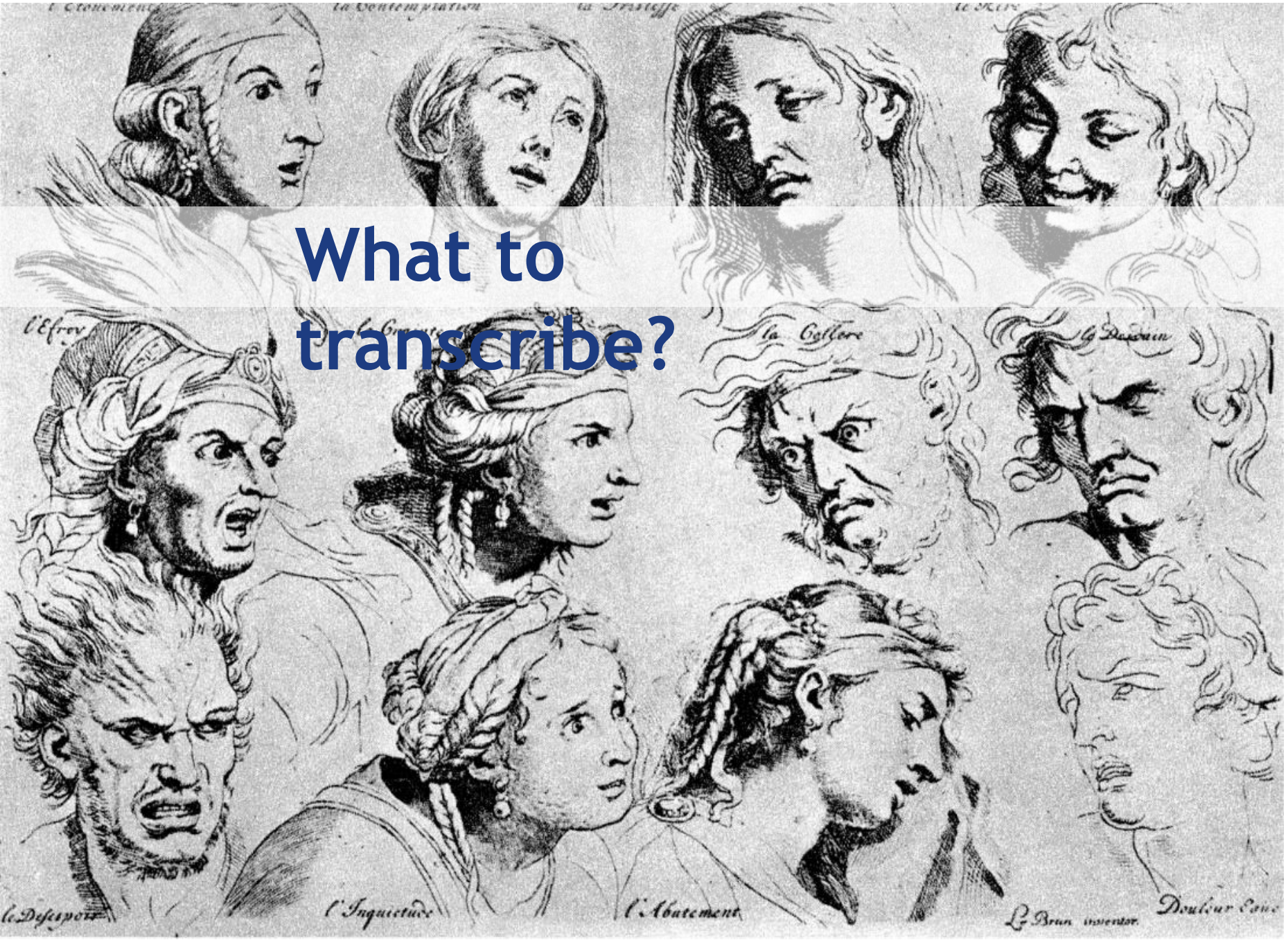
Muddle in the Middle

Interpretivism

- Theoretical constructions
- Talk is situated
- Influenced by the context
- Critical reflection
- Start a process of reviewing and reflecting on the data
- Analyzing while transcribing

Paper: Lapadat, Judith (2000) Problematizing transcription: purpose, paradigm and quality, International Journal of Social Research Methodology, vol 3. No. 3, pp. 203-219
Blog: Transcription: More than just words, Silvana di Gregorio, August 19, 2019

What to transcribe?



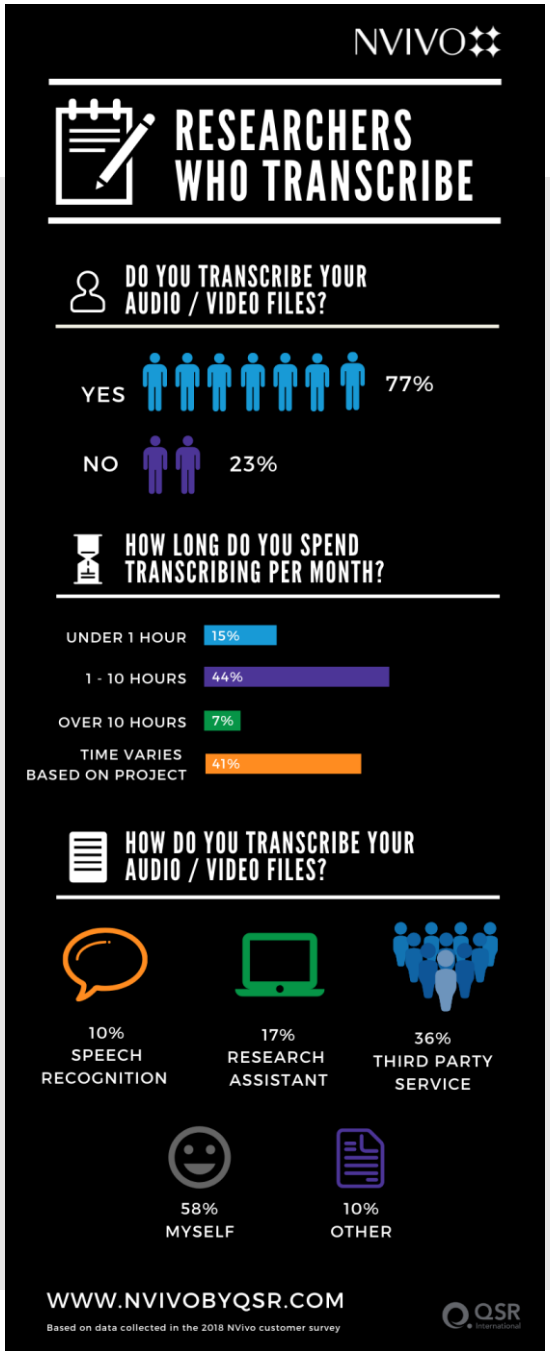
Textual information is only one component

- Facial expressions
- Body movements
- Sounds – laughter, sighs
- Tone
- Length of pauses
- Silences

But what you transcribe depends on your purpose

- Content of an interviewee's remarks
- Interactions among interviewees
- Certain topic areas
- Emotional responses

How researchers transcribe



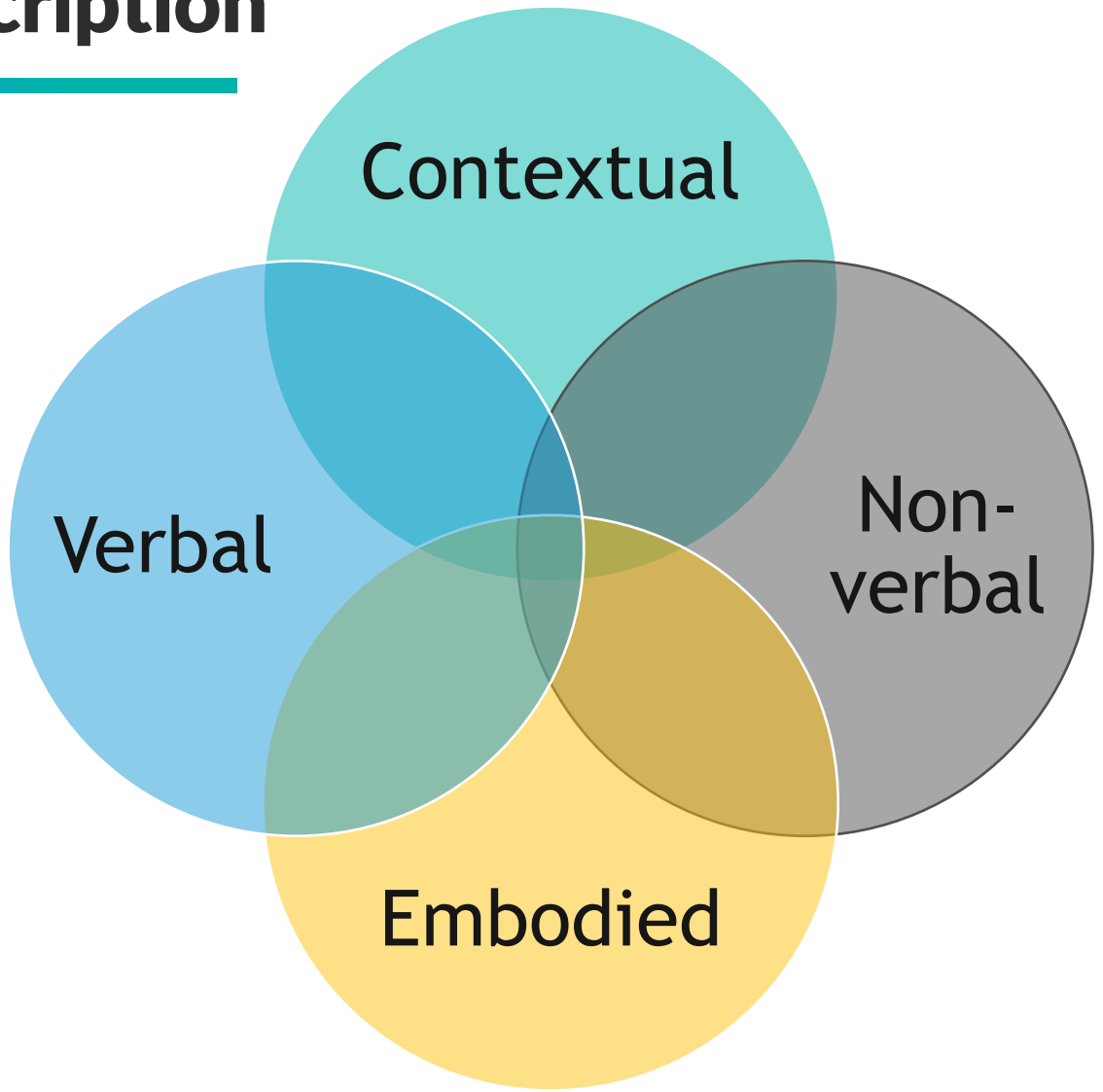
Transcription options

- Listen to audio and type in Word
- Outsource transcription
- Use transcription software
- Use Dragon Speak dictation software
- Use transcription software with Automatic Speech Recognition such as NVivo transcription

Positivism
NVivo Transcription Options

Manual	Automated
Import	Upload
Listen	Transcribe
Type	Edit

Layers of Transcription



Edwards, D. (1991) Categories are for talking: On the cognitive and discursive bases of categorization. Theory & Psychology, 1, 515–54

Interpretivism
NVivo Transcription Layers

Contextual

- Annotations
- Transcription Editor
- Video coding
- Image coding

Embodied

- Video coding
- Image coding
- Annotations on audio
- Transcription Editor

Non-verbal

- Annotations on audio or video
- Video or Audio coding
- Transcription Editor

Verbal

- Annotations on audio or video
- Video or Audio coding
- Transcription Editor
- Code by Speaker Name

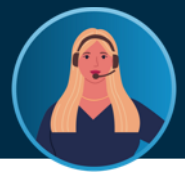
Process: Memo

NVivo Transcription Savings Calculator

lumivero.com/products/nvivo-transcription

Recording Length (hours)

10



Transcription Type	Transcription Service	Research Assistant	Student	NVivo Transcription
Recording Length	10 hours	10 hours	10 hours	10 hours
Service Type	English	English	English	English
Turnaround Time	240 hours	40 hours	60 hours	5 hours
# of Speakers	2	2	2	2
Quality of Audio	Good	Good	Good	Good
Cost per hour	$210	$72	$66	$20
Total Estimate	**$2,100**	**$720**	**$660**	**$200**
Savings	**$1,900**	**$520**	**$460**	
Hours Saved	235 hours	35 hours	55 hours	

Money and Time Saved

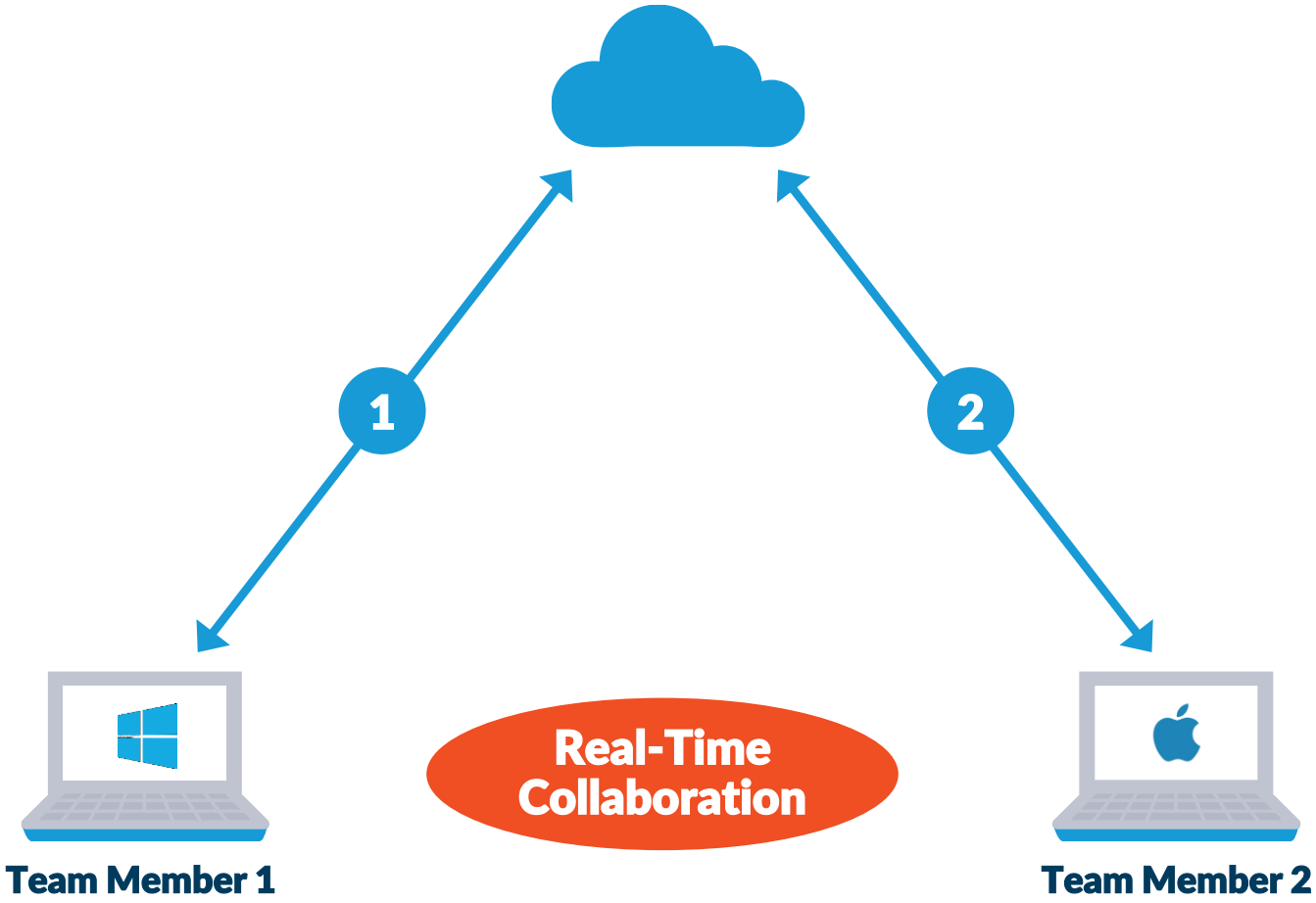
NVivo Transcription is the Best Option

Common Problems	NVivo Transcription
✖ Expense of transcription services	✔ Cost-effective option
✖ Long turnaround times	✔ On-demand access
✖ Payment per transcription	✔ Use as needed, when needed
✖ Ongoing user management	✔ Once a user is added, zero user management
✖ Credits expire	✔ 12 months subscription or pay-as-you-go
✖ Loss of high value talent to task	✔ Allows researchers to focus on research

NVivo Transcription Supports 28 Languages

- English - Global
- Spanish
- German
- French
- Dutch
- Portuguese
- Japanese
- Korean
- Italian
- Swedish
- Danish
- Polish
- Catalan
- Hungarian
- Hindi
- Norwegian
- Arabic (Modern Standard)
- Bulgarian
- Czech
- Greek
- Finnish
- Russian
- Croatian
- Lithuanian
- Latvian
- Romanian
- Slovak
- Slovenian

Working with Researchers in Real-Time is Simple



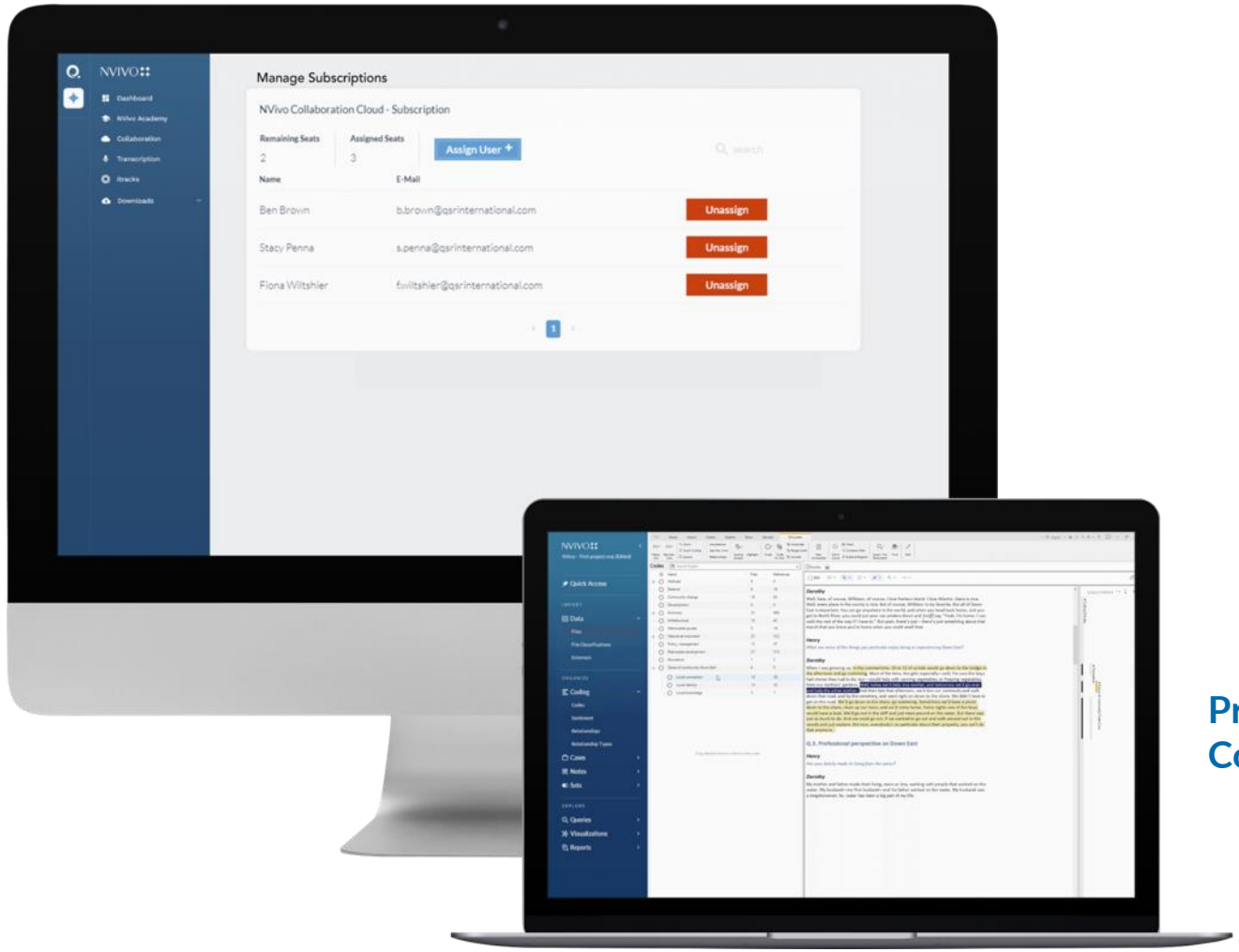
New NVivo Collaboration Cloud!

Secure Collaboration

- Hosted on Microsoft Azure
- Server Locations: USA, Canada, Europe, Singapore
- GDPR and HIPAA compliant

Collaborate on Any Operating System

Collaboration
Cloud Subscription



Project Team
Collaboration

Collaboration Roles

Project Owner

- Upload projects
- Assign or remove team members
- Edit documents
- Create, delete and merge codes

Collaborator(s)

- Clone projects
- Import files
- Create new codes
- Code to new or existing codes
- Create new memos and add to memos

Webinar Series

[Register Now]

[Register Now]

NVivo Resources

Free Resources

- Product Tour
- eGuide
- Webinars and Events

NVivo Academy

- NVivo Core Skills Course
- NVivo Focused Learning Course: Coding
- NVivo Expert Certification Course
- Training and Consultancy

Join Now

Lumivero Community

Share and Learn

- Research Webinars
- Podcast: Between the Data
- Lumivero Virtual Conference 2023

Connect

- Product User Group Meetings
- Research Online Groups

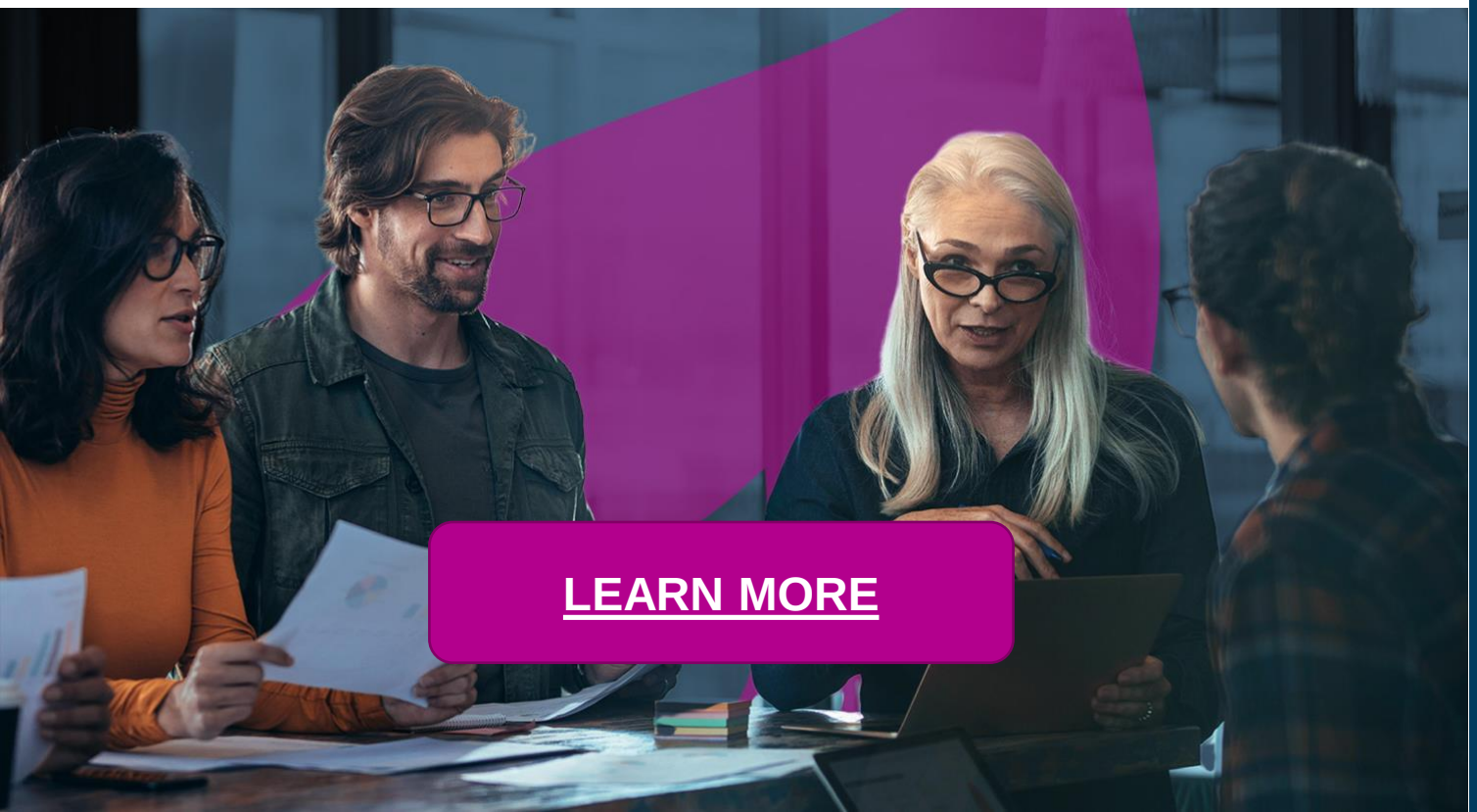
Funding Opportunities

- Early Career Researcher Grant - 2024

Lumivero Virtual Conference

Better Together for Better Insights, Research, and Outcomes

September 27-28, 2023



Call for Presentations

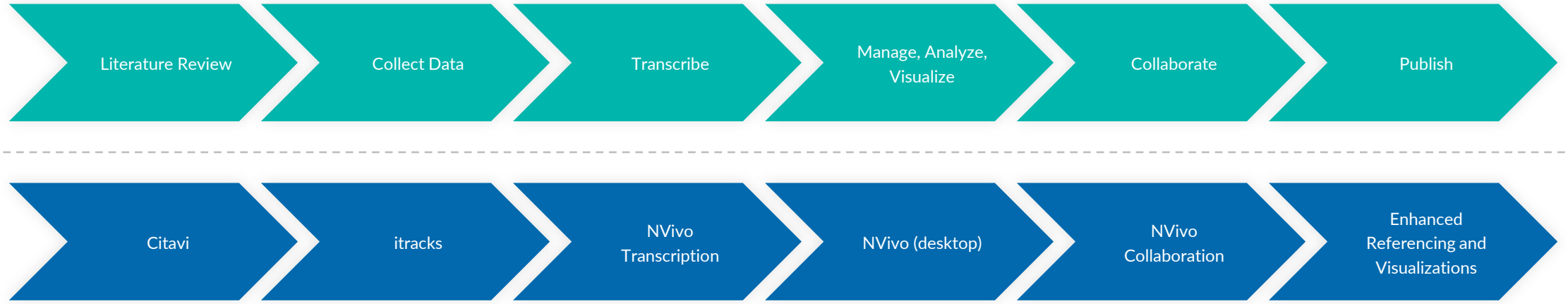
Apply from April 18 – July 14

The focus of the call for presentations is on the impact of data analysis methods and student placement management. We welcome presentation proposals exploring, but not limited to:

- Statistical Methods and Applications
- Qualitative Research Methods
- Mixed Methods
- Risk Management
- Collaboration
- Student Placement and Work Integrated Learning
- Writing and Reference Management

Lumivero Solutions Supports The Entire Research Process

The Research Process



Streamlined With NVivo 14, NVivo Collaboration Cloud and Citavi Insights